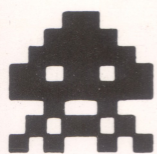


LEISURE PLAY

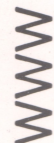
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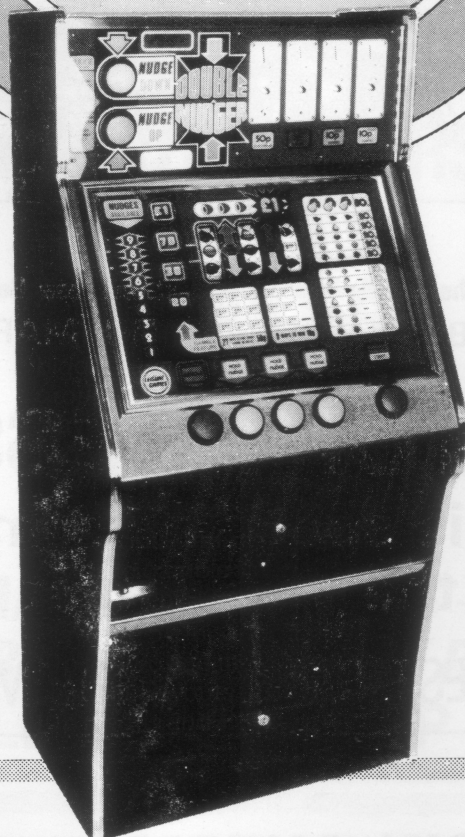
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Here is the latest in advanced technology from Leisure Games. As expected from the manufacturing arm of Britain's biggest amusement machine group, it's packed full of extra play-value features including two-way "Nudge Up/Nudge Down" capability. Also, when 27-way criss-cross on the bars is obtained, player has the option to gamble the win up to £1, or collect 50p.

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COMMENT

The Milan Fair was as busy and noisy as ever this year... but many people expressed disappointment at the lack of originality in the video games on show.

The fact that videos dominated Milan — as they did the ATE and Blackpool — came as no surprise to anyone. But in the headlong rush to capitalize on the current popularity of videos, originality appears to have been pitched out of the window.

As Mary Openshaw's special report on Milan says... "most were copies, or copies of copies or even copies of copies and not very good copies into the bargain..."

Videos are enjoying an incredible boom period but it must be obvious to everyone in all sections of the industry that the danger of swamping the market is looming large.

The variations available now that video has been perfected to such a fine art are almost limitless. That is why it is so sad to see games that are blatant copies — from cabinet to programme — being pushed onto the market with no apparent thought for the future.

It is the sort of tactic that has caused other high-flying balloons to burst in the past.

COVER PICTURE

The success of Taito's Space Invaders knows no boundaries. Now it has penetrated the highly competitive world of pop music.

The record breaking video game now has a tie up with one of the most promising groups of the 80s — Hot Gossip. Their Space Invaders single made the charts the day after it was released and is steadily climbing.

When the group and the game they based their hit on appeared at the Boys and Girls Exhibition at Alexandra Palace recently they both enjoyed runaway successes. The group, suitably attired in space suits as our dramatic cover picture shows, signed autographs until they went down with writers' cramp and the Space Invader Part II was the subject of non-stop use by thousands of enthusiastic youngsters.

LEISURE PLAY

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Leisure Play is published by McMillan Martin Ltd., Charles Roe House, Chestergate, Macclesfield, Cheshire, SK11 6DZ. Telephone: (0625) 613000 and Printed by Trelawney Press Ltd., Northgate, White Lund Estate, Morecambe. Every care is taken in compiling the contents of this magazine, but the publishers assume no responsibility in the effect rising therefrom. All prices and data contained in advertisements are accepted by us in good faith as being correct at the time of going to press. Advertisers and publishers cannot be held responsible for any variations affecting prices or availability after the publication has closed for press.

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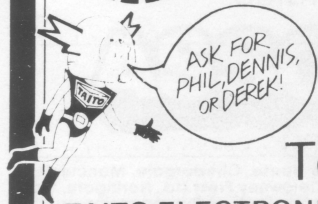
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Look . . . No Hands and 5,000 Points!!!



Fourteen-year-old Alix Hartley has the world of Space Invaders at her feet. She was regularly notching up scores of between 14,000 and 20,000 the conventional way and decided she needed a challenge.

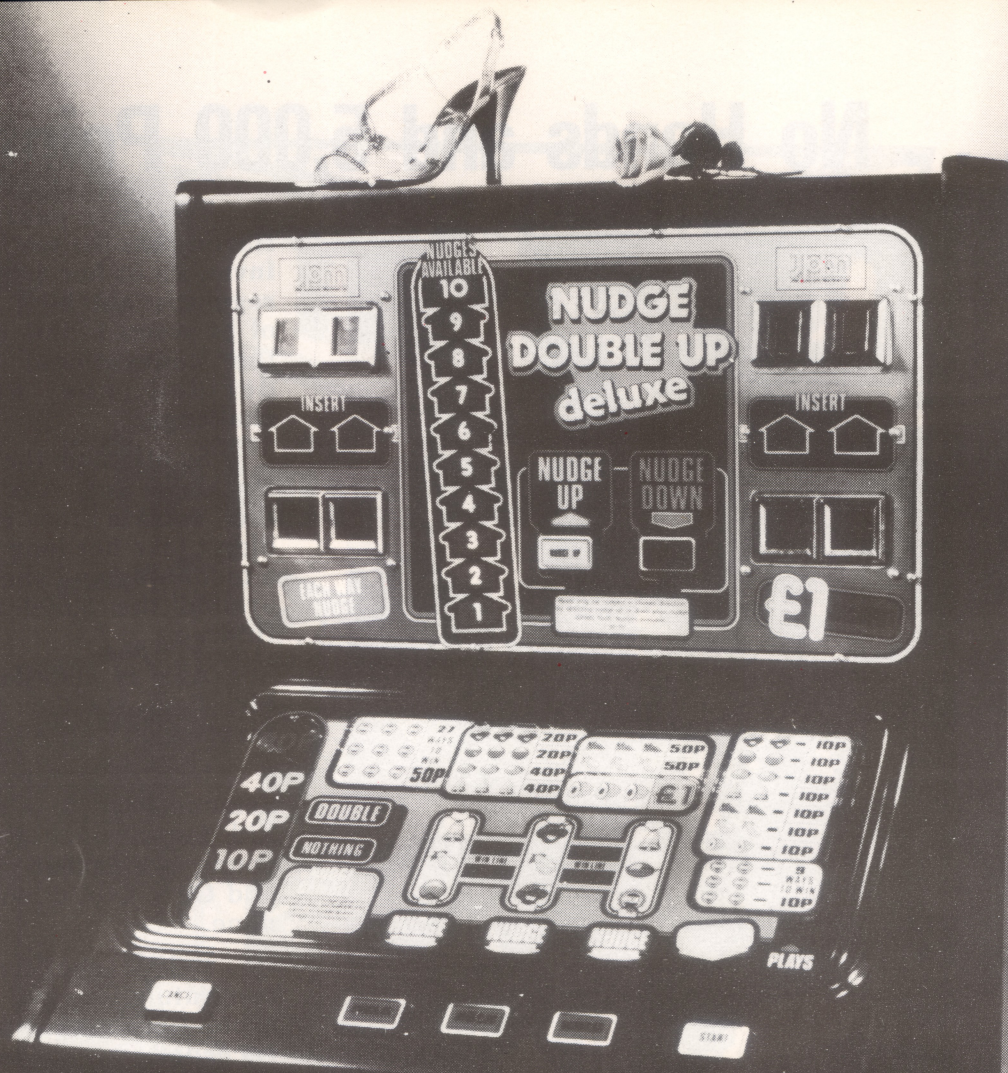
So off came the shoes and stockings and Alix tried out the twinkle toe routine. It didn't take her long to develop a technique and she can score around the 5,000 mark feet first.

Alix is the daughter of Mr. Paul Hartley, Managing Director of Taito UK.

In our picture, left, she demonstrates to a fascinated Kid Jenson and a crowd of young enthusiasts at the Boys and Girls Exhibition, how it is done.

Below, she receives the congratulations of the pop group Hot Gossip who recently recorded a single, "Space Invaders" and who are themselves keen video players. ΩΩ





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INSIDE STORY

MELODY ARE ON THE MOVE AS BUSINESS EXPANDS

Less than a year after moving into their present headquarters in Leeds the Melody Music companies are planning to move again — to brand new premises just across the road. Negotiations for the new building, are nearing completion.

The reason for such a short stay at their present building on the Domestic Street Estate is expansion of business and stock.

The new building only a few hundred yards away and an egg cup-full of petrol from the motorway network, covers 6,250 square feet and will provide showroom, office and warehouse facilities.

Both the operating company, Melody Music and the sales company, Melody Music (Northern) Ltd., have grown rapidly. Managing Director Mr. Alfred Katz said: "We started the sales company initially to support the operating company. We were able to purchase earlier and get better back-up with spares and service. But this side of the business snowballed from supporting our own company to a point where we were supplying arcades and operators all over the country with equipment which was in short supply.

"We believe in looking a long way ahead and judging the potential of a machine. We also believe in being perfectly frank with our customers. We try not to take orders unless we have the machines they want in stock. Customers then know exactly where they stand."

Melody Music place great emphasis on service. They have their own service engineers but they also have an ideal working relationship with an electronics firm a short distance across the city. Good electronics, of Fairbairn and Lawson Industrial Estate, operated by Mr.

Tony Good, have some of the most sophisticated electronics equipment in Britain.

Melody Music have immediate access to their test bed and fault finding equipment so that any electronic problems that customers come up with can be traced and very quickly remedied. Mr. Katz said: "We feel it is one of the best service set ups in the North. The support we get from Good Electronics is a major asset because there is little knowledge of logic boards outside the ranks of specialist engineers. People who buy or hire today's sophisticated machines cannot be expected to repair or service them themselves".

Mr. Katz feels that conversion work will be one of the vital roles in the long term. "When saturation point is reached with some of these games you will find people looking to convert their own machines. We are planning ahead and looking into the possibilities of this right now."

On his company's move across the road, Mr. Katz said: "It is simply a case of having to move to much bigger premises to cope with the increased business generated by both the operating and sales companies. We have outgrown these premises, which in themselves are modern, in less than a year."

Mr. Harry Barstow, Sales Manager and shortly to become Sales Director, said: "The new building is ideal. It means we will have spacious showroom, office and warehousing facilities and another very good point is that it is only a stone's throw from our existing premises. This means our customers will be able to find us without any bother at all. And it is within a few hundred yards of the motorway system."

On the service side Mr. Barstow explained: "We have our own

engineers who do outside work. And we will do video repairs for anyone, which is a bit unusual in this business. We do draw the line at some very old machines. Good Electronics is a completely autonomous company but we have a marvellous working arrangement with them and their technicians and engineers are as talented as any you will find in Britain. The equipment they use is just about as modern as any you can obtain anywhere."

Modern technology is used at every opportunity. A typical example is the German-built crimping machine bought recently to speed up the production of connectors, a job previously done by hand. It is driven by an air compressor, operated by foot pedals and has the appearance of a massive film projector.

Production Manager Perry Livesey estimates the crimper has speeded up the operation by at least five times. "It is a vitally important job", he said, "but before we got this machine it was terribly time-consuming."

Melody's strategy is based on steady growth and a determination to put the customer first every time.

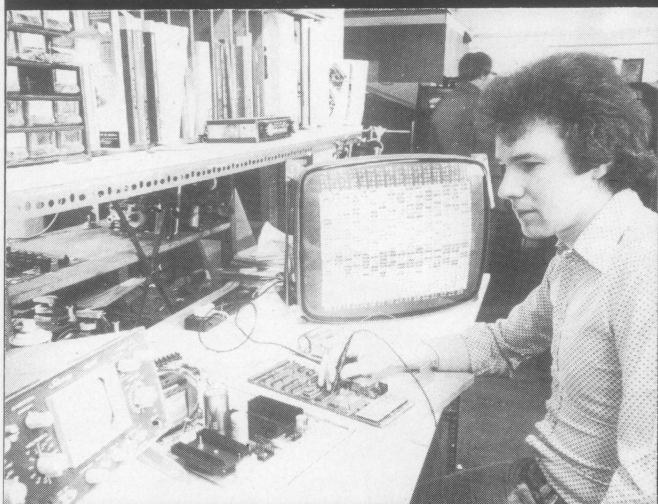
Mr. Barstow said: "We are not interested in quick turnovers that produce big profits in the short term and leave us floundering in the long term. We want to build up lasting business at a steady pace. That is why we place such stress on our after sales back-up and service. We want our customers to come back to us again and again."

Mr. Katz launched the company nine years ago. He had been with K and S Automatics with his father and had also worked for Music Hire Group and the Ditchburn Organisation, as automatic machines manager on the East coast.

ψψ



Mr. Alfred Katz, left, Managing Director and Mr. Harry Barstow, Sales Manager, with a selection of games in the showroom they will shortly vacate for larger premises.



Jim Boyle is Technical Manager and assistant to Mr. Tony Good at Good Electronics. He is in charge of the electronics laboratory and also carries out a lot of the development work. Here he is seen developing a new logic board system in the laboratory.

Extremely sharp eye-sight and a steady hand are required for this job. Karen Dale works on the logic board production line and here she is seen carrying out the soldering operation. Every one has to be perfect and that can mean several hundred in a day's work.





This is Melody Music's new home, a fine modern building which will give them plenty of showroom, office and warehouse space.

Good Electronics also produce their own logic boards. These five girls play a vital part in assembling them. They are, from top left: Joyce Ogradnik, Yvonne Dawson, Karen Dale, Jean Wolfenden and Bernadette Gilroy.



Electronics Technician Andrew Barber, operating the Taito Multi Check on a logic board. This is a comprehensive test bed and Good Electronics were one of the first independent firms in Britain to install one.

ΩΩ

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Break-through in the 'CHIP' Field — and it's British

An important step forward in the microprocessor field has been announced by a West Sussex firm. Elan Digital Systems Ltd. claim to be the first company to offer a complete range of stand-alone products — manufactured in the UK — from the simplest low-cost production programmer (P10) to a sophisticated interactive programmer (P30). They consider the flexibility offered in this range to be an important advancement in the field.

The company feel that with such a strong movement towards the use of microprocessors in fruit machines and video games, the need for an economic and efficient method of programming multiple sets of EPROMs (Eraseable Programmable Read Only Memory) has become vitally important.

The P10 EPROM Programmer provides simple key operation for automatically programming and verifying up to 10 EPROMs simultaneously of any major type from 4K to 32K, with single or 3 power rails. Since EPROMs can be susceptible to internal shorts and marginal failures, all Elan Programmers test for these conditions, including power rail overloading of the system.



The P20 EPROM Programmer/Fault Locator, midway in the range, but available for less than £1,000, is applicable to both goods inwards inspection and production programming, since it includes an eight digit display for presenting plain English instructions and full details of EPROM failures or errors. The operator,

being able to record such details as data line shorts and error data locations, can increase his efficiency and throughput by reducing unnecessary recycling.

As the more sophisticated end of the range, the P30 EPROM Interactive Programmer, pictured here, allows the operator to edit and modify EPROMs before

programming without requiring an expensive development kit to be tied up. The unique EDIT-ASSIST feature allows the operator: to manipulate data in any EPROM size from 4K to 32K; to transfer data from smaller EPROMs into larger ones, or vice-versa; to store small patches of data for transfer to other locations; to search automatically for specified bytes of data; and perform many other editing functions. If required the P30 may be interfaced through an optional serial input to compatible devices, such as a teletype, or accept data through an optional tape reader.

The most recently announced P35 EPROM Programmer/Editor, more suited to the development departments, performs all the functions of the P30 but accommodates only one copy EPROM at a time, and of course sells at a lower price.

Elan have also recently announced that they are offering an 8-hour postal turnaround EPROM Programming Service for copying up to 100 of the same EPROM Master or ASC11 Hex tape data. The EPROM devices can also be supplied by Elan, subject to availability, on a longer turnaround service.

For Leisure Play Editorial Write To . .

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talking technical

A FURTHER LOOK AT THE JPM SYSTEM

By FRANK BIRD, After Sales Service Manager

In last month's Leisure Play you will have seen that we laid out the reel drive so that it could be easily tested.

In this month's issue we will look at 12V DC lamp drive, 12V DC meter drive and 50V lockout, payout coil, and lamp drive.

We use the following circuitry to drive lamps on the fascia of the machine, such as hold lamps and nudge lamps. However, we use a different type of transistor to the reel drive, here we use a ZTX 450.

As you can see from fig. 2 we drive lamps using the same basic system.

We apply 12V to the bulb and across it to the collector of transistor Q26, until this transistor is turned on the current cannot flow through the bulb.

To Test Lamp Drive

You can see that we use exactly the same method of test procedure to test the lamp drive as was indicated in the reel drive test. Looking at Fig. 2 you can see that to light the bulb we need either to turn on transistor 26 or connect plug 3 pin 9 to ground. This again can be done with a lead or meter probe.

A.C. Drive Via Triacs

To keep payout coils and lockout coils standard with most of the other machines in your operation we have used 50V a.c. coils. To switch on an AC device using a DC controller we

need to use a triac. Most Micro processor systems use triacs mounted usually on the inside of the "Black Box". At JPM however we decided to mount the triac on a small PCB and fix it in the cabinet near the load it drives, in the case of a lockout coil it is actually fixed to the coil. We have found that the triac packs are vulnerable when screwed to the cabinet near a payout mech so in later machines we have moved them to a more protected location. In these cases the triacs will be labelled.

N.B. As with any other component in an MPU system the power should be turned off before removing.

To remove a triac could not be made simpler, JPM use push connectors or AMP tags and to avoid confusion (or render the triacs idiot proof when replacing the triac) the three connectors are of different sizes.

As can be seen from the diagram we again ground the current, this time the firing line of the triac, through a ZTX 450.

The load in fig 3 could either be a

single payout mech, more than one lockout coil or a number of lamps in a column which need to be switched on and off at the same time, as in export equipment. In the case of the lockout coils we need a separate drive to the 50p coin acceptor as we need it to remain closed if no change is in the tube.

This is accomplished by using a low level switch in the tube, if the level of coins drops below the switch the circuit to the particular triac is broken. However, all lockouts are driven by the same transistor! No single lockout failure indicates a faulty transistor.

Change Lamp AC

The change lamp is the only 50V AC lamp in the cabinet, this is connected across the change acceptor lockout coil and so indicates change available when the tube level is high and the switch on the tube is made.

To Test Triac Drive

Again you can see that the same test procedure can be used to test the AC drive, the only difference is that we address the triac rather than the load itself. Looking at Fig 3 you can see that the triac fires if the signal line is grounded through Q26, we can therefore test the circuit by using a meter probe again and grounding Plug 3 Pin 22. If this failed you would suspect the loom to the triac so you should ground the male or small connector on the triac pack.

If this also failed then you should connect your meter probe across the triac pack or the two female connectors (by-passing the internal switch). If that worked the triac pack would be suspect and could be changed easily for another (N.B. Rather than throw away the whole Triac Pack order the Triac or Y1031 from JPM stores and replace the faulty one). However if the circuit still failed then the power evidently is not getting to the mech or the mech itself is faulty.

FIG 2 DC LAMP DRIVE AND METER DRIVE.

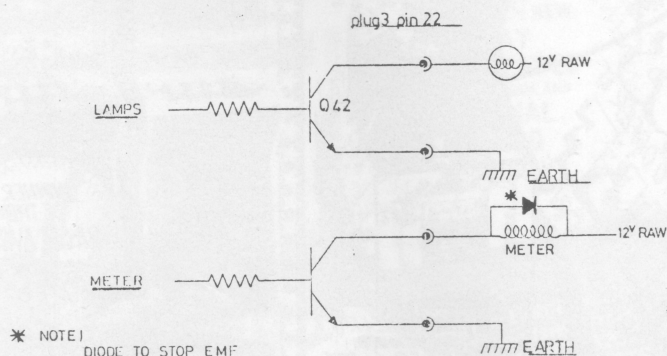
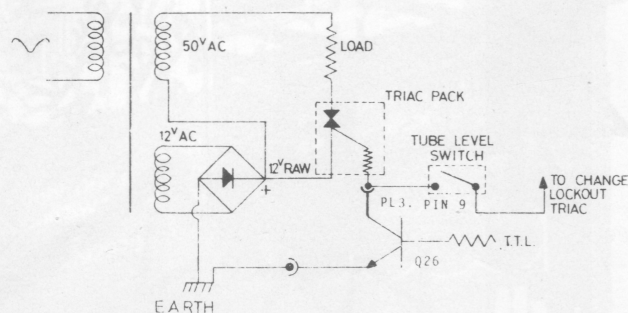


FIG 3 DRIVING A.C. LOADS



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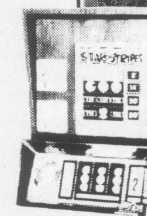
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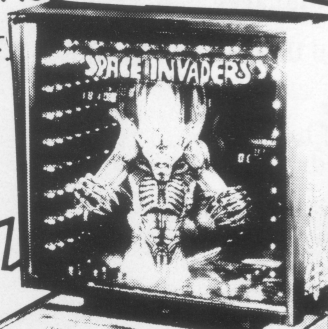
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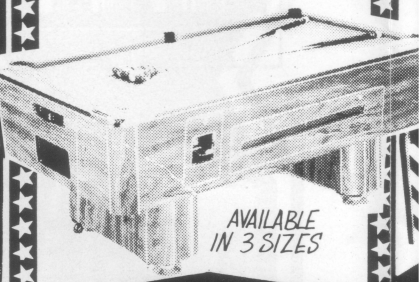
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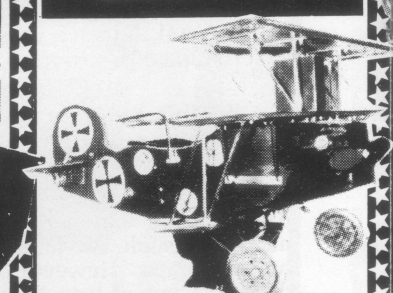


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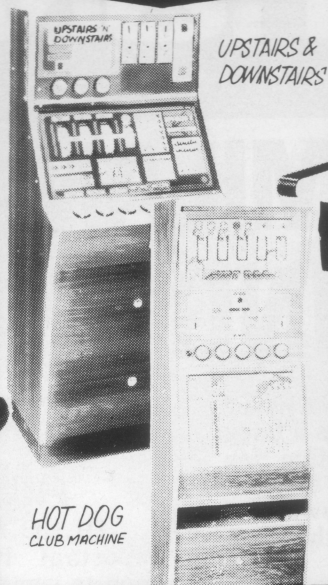
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UPRIGHT

SPACE INVADER
COCKTAIL TABLE
WITH COLOUR
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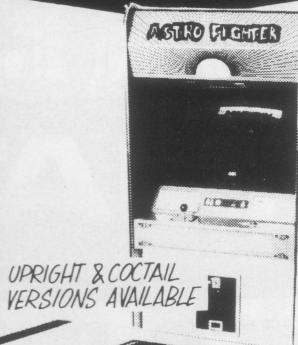
TAITO
FIELD GOAL
WITH COLOUR
MONITOR!

FOR THIS SEASON'S COIN MAKERS

BELL FRUIT



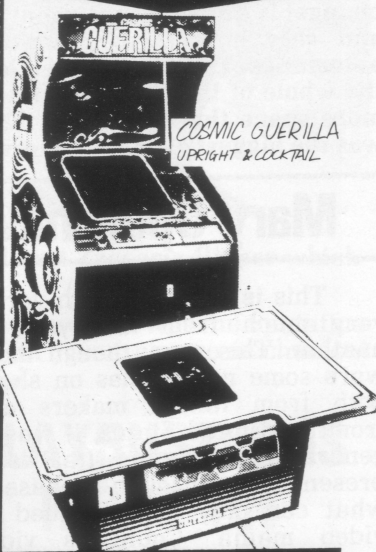
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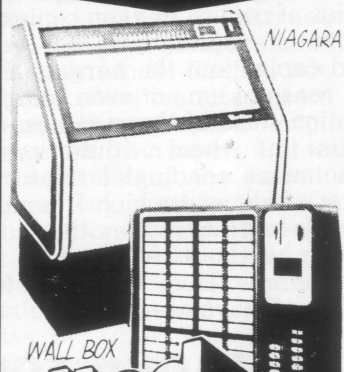
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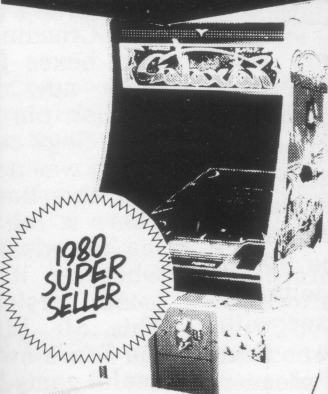
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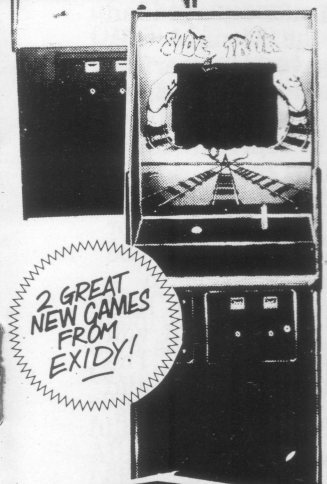
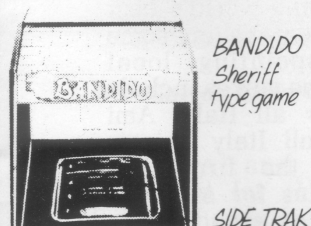
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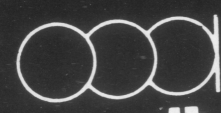


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NEW GAMES IN MILAN—BUT A DISAPPOINTING SHOW

Milan Fair, held each year from April 14th - 20th (the dates never change) is an important event for the automatics industry. It is a huge and very impressive general trade fair, with a large section for automatics. This year the section had been moved to a new hall, and had the whole of the top floor and balcony of Pavilion 33. This allowed for more space than formerly, therefore the automatics section this time was the biggest ever, with more than 50 firms participating.

Mary Openshaw Reports from Milan

This is a show which varies very much from one year to another. This year, though there were some new games on show, both from Italian makers and from the United States, it was in general disappointing. Italy is at present going through a phase of what can only be described as video mania. Countless video games of Italian make were presented. Some of them were of interest, but most were copies, or copies of copies, or even copies of copies of copies, and not very good copies into the bargain. For this reason I am not even going to mention some of these games, for a list of them would make monotonous reading! I think the worst of all, and which I thought in very bad taste, was the video game with the theme of kidnapping. This theme I felt could well have been omitted.

TOP MARKS FOR ZACCARIA'S NEW FLIPPER

The most important firm in Italy, and indeed one of the most important in Europe is Zaccaria. I know this firm, and the three brothers who have worked so

hard to build it up, very well indeed, and I always watch their progress with the greatest interest, for it is worth following. They had a splendid stand, where they were presenting their latest novelties. There was their latest flipper, Star God, a game full of interesting features and with the play appeal that increases with each Zaccaria flipper that appears. It had its world premier at Milan Fair, and in Britain is of course distributed by Associated Leisure. Two very interesting games being made by the firm under license from the Japanese firms that created them were also attracting a lot of attention. There was the Astro Wars, made under license from Data East, and Super Galaxian made under license from Namco. Both of these were presented in three versions, upright, wall and cocktail table. Also attracting a great deal of interest was the Zaccaria original arcade game, developed and designed within this firm, and called Sea Battle. Leisure Play readers may recall that this game was featured on the cover of our April issue. Incidentally, before too long we hope to visit the Zaccaria factory, and publish an illustrated article about it.

A GAME FOR ANY SITE

DI.CO.MA is a very important Italian firm which imports some of the world's best makes of equipment, selling some direct and appointing local distributors. These makes include Sega-Cremlin for all Italy, Ami juke boxes for all Italy (this is quite new for the firm) and Gottlieb pin tables for all Italy. From Sega came an arcade game which was a big success at Milan Fair this time, the Monaco G.P. There is the big version, perfect for arcades, and also a draw wherever it is placed, and the small version in upright form. This, Mr. Mauro China, son of the firm's owner, said is the most useful game he has ever seen, for its dimensions allow it to be placed anywhere, "even in a barber's shop" as he put it. And so good is this game that it will attract players anywhere. The firm was presenting the splendid range of Ami juke boxes, including the brand new 160-selection Jewel, which was given its name only a few days before, and presented for the first time in Italy. With its small, useful dimensions and beautiful design this one is obviously going to be a big hit. The Gottlieb Star Series 80 flippers were a big feature on the stand. There was Panthera, of normal size, Spider Man, just a little larger than normal, and the wide body Circus. This last is a very interesting game, which has a total memory recall on the playing field, and which can be adjusted to two different ways of playing, conservative or liberal.



Mr. Carlos Alberto, of Lisbon, left, and Mr. Marino Zaccaria with Star God, the latest Zaccaria flipper which made its world premier at Milan.

Panthers and Circus were presented for the first time in Europe. I must mention that some of the games presented by DI.CO.MA were also shown by their regional distributors, especially the Sega Monaco G.P. in both its versions.

Niagara Success Extends Run

Automat Spiel are Wurlitzer importers from Italy, and they both sell and operate equipment. On their beautifully designed stand they were presenting the full Wurlitzer range, including the Atlanta, the XII, the Carillon, the Lyric and the Niagara. This last mentioned has been so successful that production has been continued for far longer than envisaged. Most of these models are available in either electronic or electro-mechanical version. And the two sober console Wurlitzer models, the Cabarina and the Tarrock, specially designed for locations where a normal juke box would not be accepted, were presented as well. Automat Spiel are handling Wurlitzer vending equipment as well as music boxes, and were specially featuring the snack

vender, which is proving to be very successful in Italy. Mr. Pierre Deledalle of the Deutsche Wurlitzer firm in Germany was on the stand throughout the run of Milan Fair to aid overseas visitors.

Many interesting accessories were presented at the Fair. The Save Time coin sorters and counters, easily carried to sites for collecting, were as always attracting a lot of attention. Several firms specialising in spare parts, such as I.D.I., F.A.B., Bacchilega and others were kept busy. Maggi Coniature specialise in the manufacture of tokens, and will produce special designs to order, and they were, as usual, sharing their stand with Brembotecnica, who are famed for their coin rejectors.

Electronic Crane from Spatafina

Spatafina, a well known Italian maker was showing his cranes. Of very special interest, and presented for the first time, was his brand new fully electronic fishing crane (low line), which is far more flexible and attractive than the former type.

Also presented was the Spatafina upright crane, electro-mechanical model.

CLAYBUSTER IS RIGHT ON TARGET

A firm which always has a splendid range of attractive games, and good novelties into the bargain, is Model Racing, one of the best known manufacturers in Europe. They import original Taito games from Japan, and were showing some of the latest. In addition they manufacture Taito games under license for sale in Italy. And they develop and make games of their own, which are sometimes manufactured under license by Taito. This time they were showing the latest game developed at Model Racing itself, Claybuster. This is a very interesting game, for it has a patented aiming device, and the rifle can actually see the clay pigeons and other objects that come into view on the screen. Taito original cocktail table games were a big feature on the stand, and manufacture of these under license is to commence shortly. Something new for Model

Racing is the distribution of N.S.M. juke boxes for the whole of Northern and Central Italy. All the latest models were well to the fore on the stand. Specially featured was the N.S.M. Prestige I60, where the mechanism can be seen working. This now has additional features, including a new computer programme. This can be adjusted in sequences of 15 minutes to play automatically a random hit form the special hits of the location.

Atari's Monte Carlo Europe Debut

Bertolino is a firm now working closely with Atari and Namco, making certain of their games under license, and also importing and distributing originals. The Namco Galaxian was well to the fore, being made by Bertolino under license for supply to all Europe. Atari games made under license and on show included the Asteroids in both upright and cocktail table version. An Atari original was the

Soccer game, with dimensions similar to a pintable, but with no back. On show for the first time in Europe was the brand new Atari Monte Carlo, which Bertolino are hoping to make under license. Game Plan flippers, distributed in Italy by Bertolino, were also on show.

Garlando Football Game Scores

Billiard tables and football tables are produced by many manufacturers in Italy, and all the best had stands. Famous firms such as Norditalia Ricambe, Ibag, Guzzetti, Billiardini Torino, Pendezza and Fasna all had stands. Of special interest was the new football table produced by the firm Garlando, known as one of the best and most reliable. This table is a much improved version, and has ball-bearings on the rods. The Garlando pool and billiard tables are also very well known. And the firm is now producing very interesting cabinets for video games; these

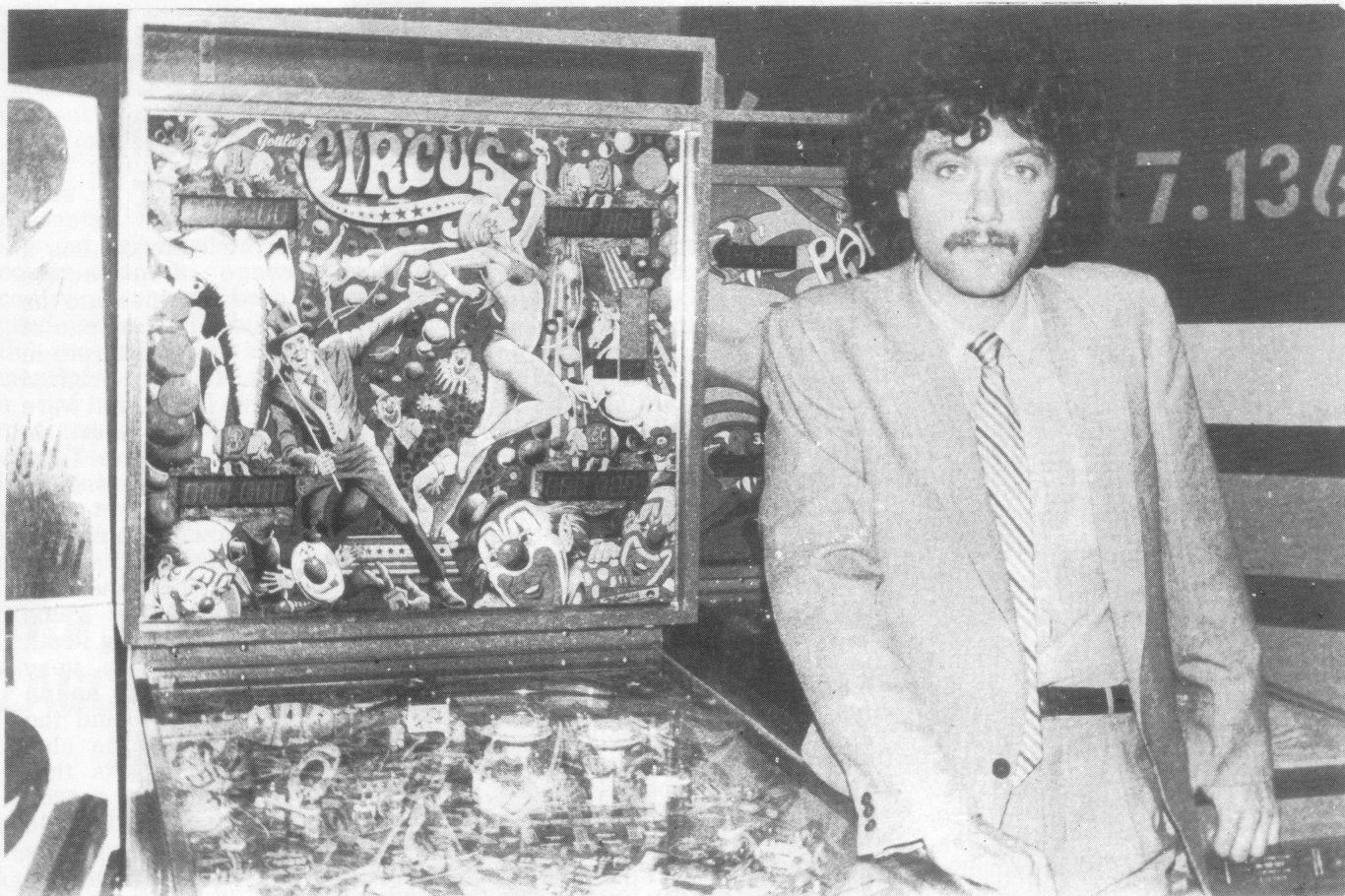
can be dis-assembled, and packed flat.

Williams flippers were presented by a quite new firm, Video Parma Giochi. The latest flippers from this well known firm were beautifully displayed, and the models included Gorgar, Fire Power and Laser Ball. Video Parma also have regional distribution for some good Italian makes of equipment, and work also with the well known firm of G.A.A. based in Brussels, and owned by Mr. Mario Menegalli and Mr. Antonino Torrini.

NEW KIDDIE RIDES FROM WALMATICH

Walmartich is a firm which is producing kiddie rides. Its founder, Mr. Walter Romagnoli, was one of the best liked and most respected men in the industry in Italy, and his early death less than a year ago shocked and saddened his countless friends. His son Umberto immediately took over, carrying on with the move to

Mr. Mauro Chinae, son of the owner of DI.CO.MA with the new Gottlieb flipper, Circus, presented with success on their stand.





Mr. Donato de Carlo, left, of Sela, Mr. A. J. Thomas from London and Mr. Mario Fornaciari of Automatic Toys Modena on the Modena stand.

larger premises. He is now producing some excellent and well made kiddie rides and other novelties. He was featuring his Goldrake kiddie ride, also the horses for which the firm is famous. The Popeye strength test, a good attraction for arcades, was well to the fore, and the basketball game, which Walmation has produced by the hundred, and which is now an arcade classic, was there too.

Astro Fighter Wins Buyers

Elettronolo is a well known Italian firm which both manufactures games and distributes others. Their own make of video games, Astro Fighter and Crash were attracting buyers, and they were presenting among other novelties the Exidy Tail Gunner, a good arcade game. Fiberglass Line was another Italian firm showing a range fo the video games they make. Video Gelectronics is yet another firm making video games, and were featuring their Star Fighter. Sidam had several attractive video games of their own make on their stand, and are a well known firm both in Italy and abroad.

New Juke Box Mechanism

Something of very great interest was presented on the Zaccaria stand, quite apart from the games. It was the new juke box mechanism designed by Mr. Jean Founounis and produced by his firm. Extremely simple and well made, this is available only in kit form, and only a 210 selection version is available. Sole rights have been given to many firms in many parts of the world, and Zaccaria have taken it for Italy, which indicates that this firm will soon be producing a juke box.

The very well known firm of Maggiaioli of Florence were showing mainly accessories for video games, coin sorters and counters and the Super Speedway video game produced by C.O.A.M., their sister firm. Mr. Paolo Maggiaioli is very well known internationally, for he is Vice-President of Euromat and President of Sapar, the Italian automatics trade association. The sister firm of C.O.A.M. had its stand in another part of the automatics section, and Mr. Dieni was in charge. Here their own make of coin sorters and counters etc. were very well presented, also a big range of spart parts.

And the firm's attractive video games, Super Speedway, Galaxy and Star Wars were also a big feature.

Stern flippers made up a big part of the display on the Posticci stand. The models presented included the brand new Ali, Meteor, Galaxy and Big Game. This firm is also a regional distributor for Gremlin-Sega, and the Monaco G.P. in its two versions was there too. Eurobed sub-distribute this famous make also, and were featuring these games. And they are also distributors of N.S.M. for the south of Italy.

Bally Flippers Are Big Hits

Bally Italia always present equipment well at shows, and this time they had one of the biggest novelties at Milan Fair, making its European debut. It was the new Space Invaders flipper. Whoever thought this one up should get an Oscar, for it really is a winner. Beside it was another Bally pinball which will be a big hit, and also making its European debut, the Siverball Mania. The Midway Galaxian cocktail table was another top game on the stand. Baldo Fabbri, head of the firm,

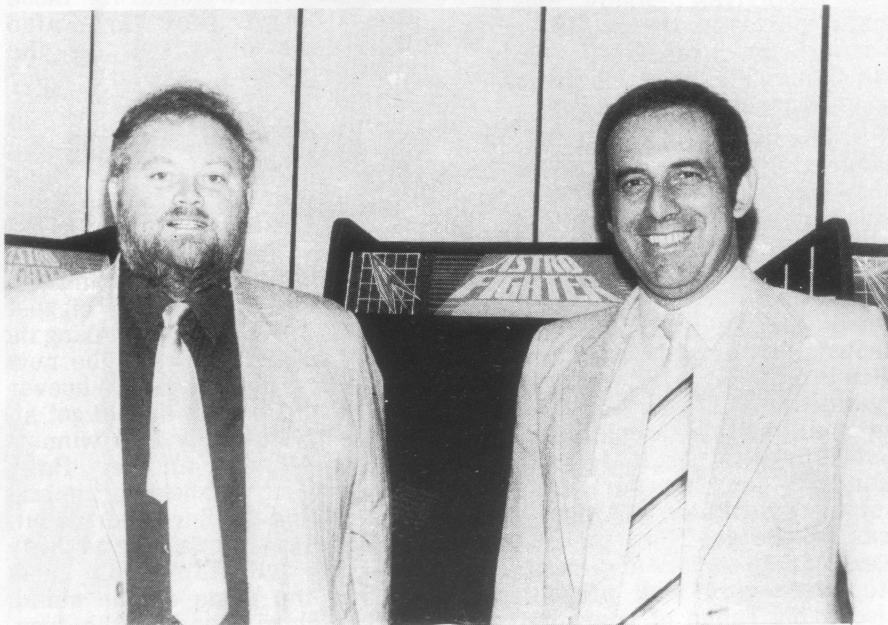
was in charge of the stand, helped by his staff who were offering coffee and drinks from the bar installed. Raymond Grauwels and Roger Lambrecht came to Milan from Bally Continental in Antwerp to help, and Stanley Jarocki of Midway and Bernie Powers of the Bally Pinball Division were there too. The stand was always busy.

RockOla juke boxes were presented by their Italian distributor, Leante, on a beautiful stand which showed up the illuminated panels of these beautifully designed boxes to the best advantage. Mr. Leante has another firm, Olympia, which makes video games, and he was presenting these, with the latest Asterion and Sirius well to the fore. These are good games, and export has commenced.

Hantarex Turn to Exports

A firm that was rather different, but still extremely interesting, was Hantarex. They are famous for their television sets, built in their factories in Italy and Greece, and now they have launched, and very successfully, a special division to produce monitors for video games, both colour and black and white. They are supplying 95 per cent of the Italian makers, and are now turning to export. The firm Emco in London is handling their monitors and already there are good contacts within the trade in Britain.

Mr. Shane Brakes of Belam, New York, and Mr. Michael Green, of Alca, on the Elettronolo stand.



Mr. Franco Chinaea, head of Model Racing, with his Claybuster shooting game which made its world premier.

Don't Forget the Gum!!!

Gum and charm venders are an important part of the automatics industry in Italy, and usually go with games, etc. Two outstanding firms presenting these small venders were Fiam and C.D.A. The last mentioned had a splendid stand to display their machines. And they were presenting, also, the range of Universal video games, world famous, and the Cosmic Guerilla video game of their own make.

Fiam had a splendid display of the gum and charm venders, some of which have a small, simple game attached, with a win every time giving the gum or charm desired.

Universal Games (not to be confused with the make of Universal mentioned above) is a very well known Italian firm headed by the popular Bellini brothers, with their factory in Milan. They were showing their own make of video games, which are considered very good and reliable, including Alien War and Hyperspace. They are also Bally distributors for their region, which is Lombardy, and were presenting the latest flippers.

Kiddie Ride Spectacular

Several of the kiddie ride manufacturers were grouped together in one part of the automatics section. C.A.M. put up a good show of their kiddie rides, also their mini-cars and a mini-train mounted on rails. Sela specialise in battery operated mini-cars, and were showing their latest. These included the Ferrarina, a racing car in miniature, and a mini-Honda motor scooter. Automatic Toys Modena had a very varied display of kiddie rides, including the ever popular horses, a tank and the Grand Prix racing car. And Gino Rondina, who is the largest maker of kiddie rides in Europe had all his latest models, which include



Mr. Jim Casey and his wife, Ann, of Gayton Games with the Zaccaria Astro Wars, wall version.

helicopters, the Lotus racing car and the Santa Fe railway locomotive. All Rondina kiddie rides have electronic sound effects included, appropriate to the subject. Another attractive novelty on the stand was the Super Skirk strength test, in the form of a space monster, and ideal for arcades. And there was also a novelty not made by the firm but imported from the United States, the Sprint 40. Here two riders mount on racing cycles, and the score, speed etc. is shown on a panel facing them.

As Crowded And Noisy As Ever

And that was just about it for Milan Fair this time. I have not mentioned every single firm which participated, for the simple reason that some were not presenting equipment likely to be of interest to international readers.

The Fair was crowded, as

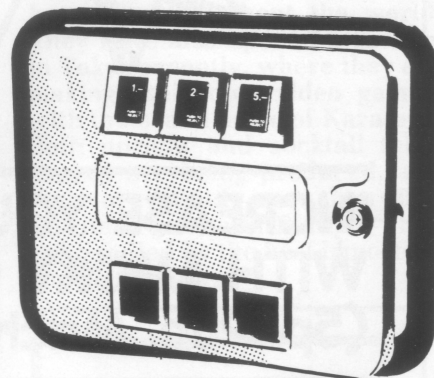
always. On the first day it was hoped that the automatics section, in its new and more remote setting, would be a little quieter, and allow participants to deal with their customers in peace. But the public is admitted to the Fair and schools are given time off to visit it as an educational excursion. The youngsters quickly found the automatics section, and it was just as noisy and crowded as ever. And this is something which cannot be changed.

I was at the Fair during the first few days, and it seemed that international visitors were rather fewer than usual. Many were expected during the week-end and the last few days, however. I do think, though, that some people get confused about the dates of the Fair, thinking that it always falls at Easter time. This is not so. The dates of Easter change, but the dates of Milan Fair, from April 14th to April 23rd remain unchanged. And of course Easter does come in this period quite often. ΩΩ

British visitors. Mr. Jim Pryde, left, of London Coin, and Mr. David Rogers, one of the best known personalities in the industry.



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WORLD WIDE IN BRIEF

The 1981 IMA will be held once again in Frankfurt. The organisers have taken over more space for the show, for they realise that the demand is going to be very heavy. The dates of the 1981 IMA will be from January 22nd to January 25th. This next IMA promises to be even more international than the last, for already firms from other countries have applied for stands.

Tourism and tourists mean crowds, and crowds usually mean people with money to spend on amusements. From statistics issued by the World Tourism Organisation in Madrid it is interesting to note recent increases — and decreases. Africa had a 10 per cent all round increase in 1977. But South Asia did better than that, with an increase of 18 per cent. In the Middle East there was a slight decrease, and the Americas were below world average increases, though there was an increase of four per cent on arrivals. Preparing these statistics takes a long time, and those for 1978 are not yet available. However, Mr. Robert C. Lonati, the Secretary-General of the World Tourism Organisation stated recently that he feels that international arrivals are likely to reach 275 million in 1978, and he estimates that international receipts will total at least 75,000 million US dollars.

Euromat, the international automatics trade association now has 17 members. The latest to be welcomed were FACOMARE, one of the two newly formed automatics trade associations in Spain, and the Amusement Caterers' Association of Northern Ireland (which is not covered by BACTA), and has different laws concerning automatics operation. *ψψψ*

M.H.G. APPOINT AGENTS IN IRELAND

M.H.G. Sales have announced the appointment of Irish agents. Mr. Gawaine Rowan-Widle, Sales Manager of M.H.G. said that Morans Ltd. together with their subsidiary, Irish Automatics Ltd., will cover Northern Ireland and Eire.

Their offices are: Morans Ltd., 64/72 Main Street, Portrush, County Antrim, Northern Ireland and 7 Annesley Street (at Carlisle Circus) Belfast 14.

Irish Automatics Ltd.: 14 Costume Place, Athlone, County Westmeath, Eire and 1 Main Street, Lifford, County Donegal, Eire.

They will handle the distribution of Rowe-Ami juke boxes, Atari videos, Gottlieb pin tables, Barcrest fruit machines, Taito videos, Alca videos, pool tables and pushers. *ΩΩ*

New York Office For Stambouli Brothers

Stambouli Brothers, the world famous firm owned by the Stambouli brothers who hail from Lebanon and now have their headquarters in Paris have just opened new offices in New York in the Empire State Building. This is only one of their nearly 30 branches throughout the world. They have also opened a factory in Tokyo recently, where they are making their own video games, with the brand name of Karateco. Both upright and cocktail table models are being produced, and there are already more than 4000 Karateco games in Europe. They are handled by the best importers and distributors.

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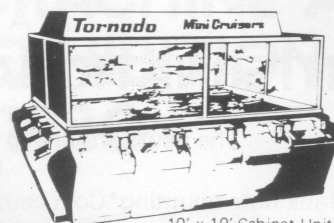
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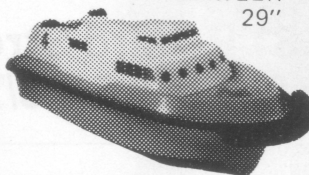
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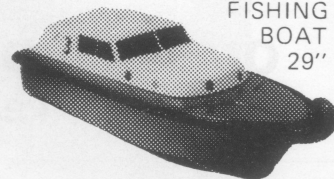
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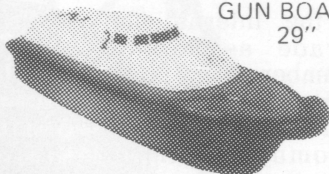
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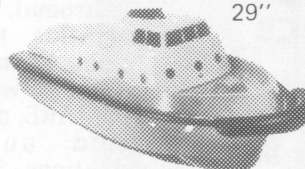
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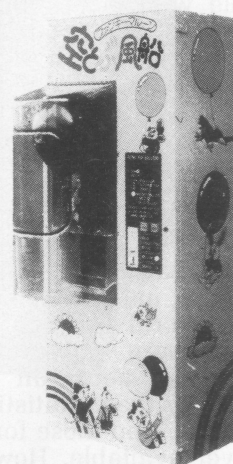
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IRISH SEMINARS FOR NEW ES 160 SYSTEM



Mr. Rupert Mosinger, left, Technical Director, Lowen-Automaten, Bingen/Rhein, West Germany, who are the World Distributors for N.S.M. Juke Boxes, pictured with Martin Dempsey, Sales Manager, Coin Operated Amusements Ltd., Kildare.

Coin Operated Amusements Ltd., of Dublin Road, Kildare were recently hosts to about forty Operators, when they organised an NSM Juke Box Technical Seminar. NSM Juke Boxes are manufactured at Bingen-Rhine, West Germany and the world distributors are Lowen Automaten of Bingen. The Seminar was conducted by their Technical Director, Mr. Rupert Mosinger and most of those attending already operate NSM Juke Boxes.

The Seminar was particularly concerned with the Festival ES 160 and the new Electronic System which has been developed over the past few years by NSM. The Festival ES 160 is completely

computerised and uses some of the worlds most advanced technology to satisfy operator, site owner and customer alike.

Mr. Mosinger pointed out that many people in the business who have been involved in operating other kinds of Amusement equipment now find that operating NSM Electronic Juke Boxes compared very favourably, especially taking into account the new electronic system which lengthens the life span of the box.

Over the past two years sales of juke boxes have increased and it is expected that with the new technology and the advantage to operators more operators will become involved in this end of the

business.

Coin Operated Amusements Ltd. are also Irish Agents for Electrocoin Video Games (UK), Universal Video Games (Japan), Recel Pin Tables (Spain) Compu-Game Amusement Machines (UK) and Micro Electronic Systems (Ballylinan, Co. Kildare), who recently commenced production of Video Games, the first of which is called "The Poker Game". It has become very popular with operators since it came on the market at the beginning of the year.

Coin Operated Amusements Ltd., took part in Coin-Op '80 the first Amusement Trades Exhibition held at the Leopardstown Exhibition Centre last month.

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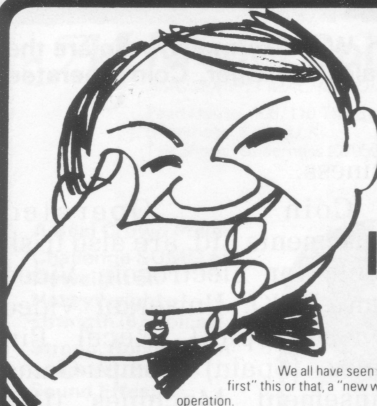
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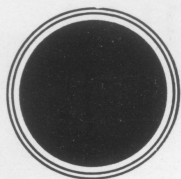
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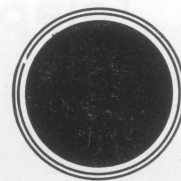
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By David Powell



Edmunds Is Bound For Charts - Ten Years On

The merry month of May has brought us another deluge of Golden Oldies re-issues many of which will be a blessing for juke-box programming. The most likely contender for chart status of the current batch is 'I Hear You Knockin' by DAVE EDMUNDS' ROCKPILE on the new Blueprint label. This was a number one hit back in 1970 and certainly retains all the excitement that is part of EDMUNDS current success, ten years on.

An interesting release on RSO couples GEORGIE FAME's 'Yeh Yeh' and 'Get Away' which haven't been available for many years. FAME is enjoying something of a resurgence of late with the interest in sixties British R/B mod scene and these, his biggest hits will definitely be welcomed on boxes all over the country.

Lightning's Old Gold Label has reactivated some more pop gems including 'Lollipop', the 1958 CHORDETTE hit and two instrumental favourites from the mid 60's 'Zorba's Dance' by MARCELLO MINERBI and 'Il Silenzio' by NINO ROSSO. The latter two are available back to back on one single and again should prove popular juke-box programming material.

Also scheduled for release on Old Gold shortly are more ideal couplings for juke-box programming. These included: 'Singing the Blues' by GUY MITCHELL, 'Yes

Tonight Josephine' by JOHNNIE RAY, 'Diana' by PAUL ANKA, 'Woman in Love' by FRANKIE LAINE, 'Midnight in Moscow' by KENNY BALL and 'Battle of New Orleans' by JOHNNY HORTON.

A new Rock and Roll label has also just been launched called REVIVAL which will cater for popular Rock and Roll hits of the past that are still in demand today, but did not necessarily make the charts. First releases are available now and feature 'I Fought the Law' by BOBBY FULLER FOUR and 'Do You Wanna Dance' by BOBBY FREEMAN. Both these recordings are the ORIGINAL hits which have since become 'standard' pop chart successes by other artists.

One more exciting Oldies project which should be of interest to juke-box operators is a special package of all Everly Brothers biggest hit singles. Many of these are being coupled with their original 'B' sides including

titles that have not been available from any source for over 15 years. A special pack offer will be made to operators to tie in with the release of this unique package so watch these columns for further details.

Generally then, a very healthy oldies scene at present with lots more goodies to come.

COMPETITION

Here's a small competition for you, just to test your oldies knowledge: There will be a prize for the first correct POSTCARD pulled out of the hat by our judge on May 31st 1980.

- 1 Name the group who last had hit with 'I Only Want to Be With You'.
- 2 Who originally had a hit with 'Working My Way Back to You'.
- 3 Who first had a hit with 'Baby I Love You'.
- 4 Apart from Guy Mitchell, who Else had the number one spot with 'Singing the Blues'.
- 5 What was Millie's surname.

Answers on a postcard only to:-
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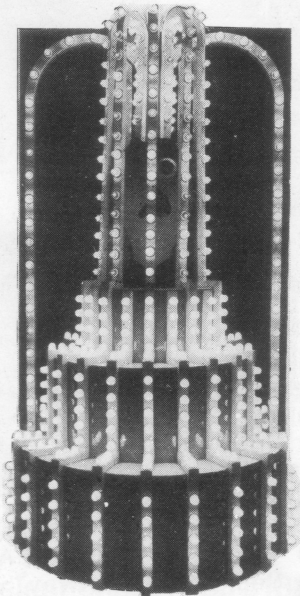
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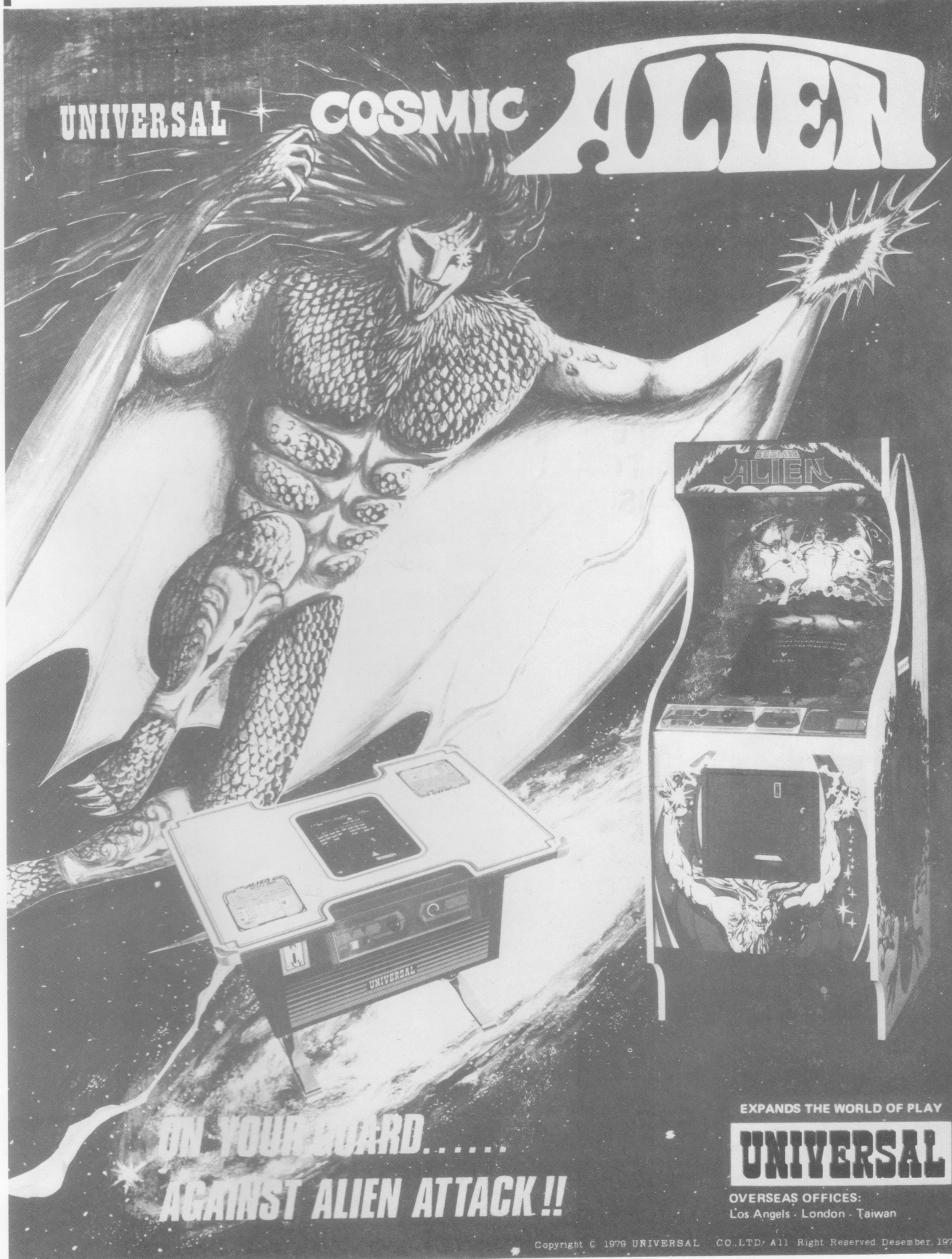
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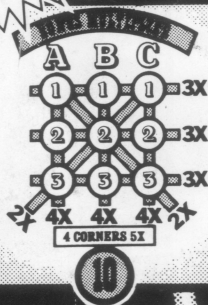
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